

A man in a suit is shown from the chest up, holding a tablet computer. The background is a composite image featuring a city skyline with tall buildings and a body of water, all overlaid with a semi-transparent image of the man. The overall color palette is warm, with oranges and yellows from the sun on the left, transitioning to blues and greys from the city and water on the right.

# The Top 5 Advantages Of Hiring A Business Coach Today

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Career Management and Leadership Coach



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## Introduction

Behind every great team in sports there is a coach that supports and motivates every athlete to become the best that they can be and to reach levels of performance, growth and success that are beyond expectations.


One great example is the Oakland Raiders and NFL Hall of Fame coach John Madden. For ten seasons, coach Madden talked to each of his players every day and kept the team together in the face of extreme pressures until they won Super Bowl Victory in Super Bowl XI.

Michael Jordan and Coach Dean Smith is another brilliant example. This tandem is one of the greatest player-coach duos in basketball history. Jordan never fails to acknowledge how Coach Smith helped him become the basketball player he is today. Jordan considered Coach Smith more than a coach, "He was my mentor, my teacher, my second father. "

The involvement between athlete and coach is obvious with the action on the court or field. The coach calls out plays and defensive game plans to the players and instructs them on how to react to different possible outcomes that the other team may come up with. The players in turn execute those plays using their skills and knowledge of the game to ensure the best outcome. On the sidelines, we hear the coach shouting words of encouragement and support. During time-outs, the coach draws up plays on the clipboard and listens to suggestions as the team huddles to strategize. Indeed, a good coach-athlete relationship has long since been a major advantage in any sport.

And so it is in the corporate and business world. Just as a sports coach can be very beneficial to a professional athlete and team, a business coach can be a valuable asset to any executive and leader. Business or executive coaches have strategic skills that can help take businesses to the next level.

In today's very competitive industry, every business needs the right amount of talent, technical skills, leadership, and vision not only to survive but to be a cut above the competition. Often what we see in the workplace is that although most executives may be experts in terms of education and experience at their specific field, many may not be proficient with the management skills that are needed to run an effective team. A



business coach can help develop critical interpersonal, strategic, and management skills that are necessary to be effective at the executive level.

Whatever corporate title and position you hold in the workplace or in the business --- Owner, Director, President, Senior Manager, Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO), Chief Marketing Officer (CMO), Chief Technology Officer (CTO) or any management role, having a coach with business experience and great wisdom to act as an independent sounding board can be of great assistance to help you run your business better and progress faster than you would on your own. Just like the right sports coach can make the difference between winning or losing a season, the right business coach can make a difference in several ways that can result in significant improvements in your business as well as in your personal life.

This ebook will enlighten you on how working side by side with a business coach can help bring out the best in you.

## 1 - Provide a Clear Direction

One of the first things a business coach can assist you with is to help you clarify the vision that you have for your career or business and how it all fits in with your personal goals.

As a successful executive or business owner, it is reasonable to assume that you already have a plan to initially define your business. However, you may not have a clear strategy to determine the direction in which you want to take the business.


A strategic plan provides a roadmap to help your business get from where you are now to where you want it to be. It's a key component if you want your business to grow. It is simply not possible in today's competitive marketplace to be successful if the company does not take strategic actions to cope with fundamental changes in the environment.

Strategic planning for the organization is the responsibility of top management. You may involve levels of staff throughout the organization at some point in the planning to generate additional input and help build their commitment to the end plan. However, it is the top leadership who provides an overall sense of direction for the company. Your peers and employees will look to you as leader for a clear direction on how to achieve business objectives to ensure the company's long-term viability.

In the process of strategic planning the executive coach can help you look at the big picture for your business and life. He can help you define your mission, vision, values, stakeholder and market analysis, consider functional matters in key areas and outline goals and action steps for where your business is headed and what its priorities should be.

Typically, a coach will help you structure your analysis so that you understand the following:

1. Where is your business now?
  - a. How are business operations internally?
  - b. How does it compare with your competitors?
  - c. Where do you identify key opportunities for your business?

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- d. What critical risks does your business face?
  - e. What markets do you want to be expand and why?
2. Where do you want to take it?
    - a. Where do you want your business to be in five or ten years?
    - b. How would you provide more value? What would you offer as your competitive advantage?
  3. What do you need to do to get there?
    - a. What changes are required to adapt to changes in the marketplace?
    - b. How would those changes be implemented in the best way?

Strategic planning sessions will depend largely on your organization's planning needs. You can work with a business coach in a series of weekly meetings or just block off a day or two for strategy brainstorming sessions with your planning team, either way you get to partner with someone who can help you focus on critical issues.

## 2 - Increase Productivity

There is a lot of moving parts involved with running a company. It is what many entrepreneurs and executives describe as an “all-consuming, 365, 24/7 job.” The unique challenges can really overwhelm you and take over your life.

The unrealistic expectation to move all the time, take on too many things at work and doing everything on your own can leave you feeling like you're chasing your tail. Plenty of executives go through this: You have lived on adrenaline for the past few years, constantly facing the pressure and tension of a lot going on at work. After a long time running on empty, you start questioning yourself if you're spending too much time on activities that aren't productive and whether the tasks you do on a day-to-day basis are really moving you towards your goal. As a result, you can't focus on work very well, things get derailed, more work piles up, more pressure on you to get things done, thus the never-ending cycle of stress. Suddenly you become very, very unwell.


Those are clear signs that you are overwhelmed. You've reached the point of burnout.

Symptoms of being overwhelmed can manifest itself in many ways, including:

- Moodiness, irritability, or anger
- Difficulty making decisions
- Forgetfulness/Inability to concentrate or listen
- Anxiety
- Doubts about your competence and the value of your work
- Indifference or withdrawal (from people and/or activities)
- Physical aches and pains — headaches, back pain, digestive issues, fatigue, insomnia, panic attacks and more

Many top executives become overwhelmed with their roles and responsibilities for several reasons:

1. There is no clear understanding of their role as a CEO and so they take on too many things at work.
2. They don't exactly know what their day-to-day tasks should be, thus have their hands in all parts of the business.

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3. They don't have a clear path for the business' direction and constantly keep changing it.
  4. They have not identified what their priorities are and so they struggle to be everything to everyone.

A business coach can help you pinpoint the cause of why you are overwhelmed and becoming unproductive and help put you on the path to make changes. The coaching process will include sessions on improving personal time management skills and increasing personal productivity, such as:

- Defining your role and responsibilities in the organization.
- Identifying tasks that could easily be delegated to a lower-level employee.
- Developing time management systems to communicate and achieve goals.
- Helping you align your responsibilities in conjunction with your business' strategic goals.
- Organizing your activities based on your goals so you can produce the outcome you'd like.
- Teaching you innovative time management techniques to help you effectively perform tasks and manage your priorities and workflow.

It's important to realize that to achieve peak performance, you need to manage the expectations you've set for yourself and admit that you can't do it all and learn to let go of the impulse to do everything in the company. Working with a business coach can help you understand your areas of weakness and allow you to start delegating to other people who have those abilities so that together you can achieve the common goal.



### 3 - Develop Accountability

The executive role is full of responsibilities. You're ultimately in charge of managing day-to-day decisions and implementing the company's long and short-term plans, and along with all that comes many unpleasantries that naturally you'd rather not deal with: accepting negative feedback, managing conflict, disciplining employees, dealing with unsatisfactory performance, handling difficult conversations, hiring the right talent, firing people, and many more.

That's what the executive job requires from you -- to deal with problems again and again, directly, quickly and fairly and not run at the first sign of trouble. It entails a willingness to be held accountable.

Accountability means owning responsibility for all your decisions and actions regardless if the outcome is good or bad. Accountable leaders do not point fingers to try and shift responsibility to others when things go wrong. Rather, they focus on fixing the problem and making things right. They step up to the situation, acquire an accurate understanding of what went wrong, and find the best answers and opportunities to turn things around and succeed. In addition to accepting the consequences of their actions and taking corrective action steps, they also make sure to put preventative measures in place to stop the same issues from reoccurring.

It is crucial for executive leaders to be accountable at all levels of their organization. This means owning responsibility not just for your individual actions and decisions but for the performance of your team as well. Most employees want to see leaders that allow themselves to be held accountable for the outcomes of their decisions and actions in all situations in which the company is involved. They trust and respect a leader who shows great accountability towards the entire organization.

On top of this, executives should also learn to hold team members accountable for their part in driving the organization forward. Remember, you can't run the company on your own. You work with other people in a team to run it effectively every day. A good leader holds people accountable always. Knowing you can depend upon others to do what they say they are going to do and that they honor their commitments to the organization, can really give you peace of mind as you run a business empire.

In addition, developing a culture of accountability in the workplace is a critical business issue that can greatly increase the performance of the organization. When people are held accountable, they become invested in the same vision of the company's success and align their actions towards achieving the key results. This gives rise to a dedicated and actively engaged workforce. Therefore, it's crucial that your team understand what part or parts they are accountable for. It is necessary that it is clear to every team member what their specific personal roles are in the big picture so that they can deliver what is expected of them.

Tailored business coaching programs can address skill gaps in specific areas where business leaders should strive to hold themselves accountable. Key behaviors that you can improve on to leverage accountability can include some of the following:

1. Leadership - Are you spending most of your time towards implementing the strategic vision and direction of the company, or micromanaging tasks?
2. Delegation - Do you trust that you've hired and trained the best people well enough to give them responsibility and authority to complete tasks?
3. Communication - Have you clearly defined your vision and extracted very precise commitments for action, including specific tasks and timeframes for completion?

A business coach can hold you accountable for the change you wish to make in your own performance and your vision for the organization by taking steps to help you:

1. Establish accountability goals that are quantifiable and measurable.
2. Connect to team members so each one understands how their roles and responsibilities are linked to the bigger picture.
3. Confront and correct by providing real time feedback and communication to check on progress and results.

## 4 - Objective Feedback

Perhaps there is nowhere else that the executive can get valuable and unbiased information about his own performance or his company's overall performance than in a business coaching relationship.

Clearly, you haven't attained top level management without honing a set of skills and talents that enable you to be effective in your job. At this stage of your career, it can be hard to closely monitor your progress when you're so immersed in day-to-day operations and accustomed to the way you do things, you probably may not be so open-minded on ways you could do better.

And as you've become more senior, it's nearly impossible to get feedback and advice from your subordinates. You're the boss, after all, and people under you may be reluctant to give open, honest feedback simply because they do not want to offend you.

At this point, a coach can be a vital source for getting the essential feedback you need. A business coach can observe your behaviour at work on a regular basis and describe your performance honestly without avoiding any unpleasant details. Often the coach is the outside perspective you need who can tell it like it is.

Feedback is necessary to help you be truly effective in the workplace. It is the information you need to help you improve your leadership performance.

For the most part, a business coach uses feedback to provide an objective point of view on your strengths and weaknesses as executive and on the company as a whole. Among other things, constructive feedback from a coach is used as a basis for improvement to help you:

- Understand the impact your behaviour has on others in the workplace.
- Be aware of how others perceive your leadership style.
- Track your performance so you know how you're actually doing compared to how you think you're doing.
- Understand how you are achieving goals and what concerns are raised about your strategy.

- Understand what you are supposed to be achieving in your role as executive.
- Identify what your operating priorities are for the business and whether you are achieving company goals as expected.
- Recognize what areas you are currently doing well in and what areas require improvement.
- Consider useful information to help you define a plan of action when making decisions and strategies.
- Evaluate the quality of your relationships with other executives, managers and team members.

Many executives appreciate the transparency and straightforwardness of coaching feedback as it is given regularly and in real time. This means you know who it is giving the criticism and you get the advice and training you need right away when you need it. As opposed to annual performance reviews, where feedback is given at the end of the year when a lot of things have already transpired from the time the action has taken place.

The executive coach employs key concepts to guide the individual executive to:

- Process his behavioural response towards the feedback,
- Accept its main message, and
- Decide on development action that the executive will put into action immediately.

When working with a business coach, you have someone who closely monitors your progress, reminds you to develop your talents, and, when necessary, confronts you with criticism and tells you things you don't want to hear so you can continue down your own path more effectively.

## 5 - To Get Out of a Rut

Executives are high-performing professionals. They make things happen. They're so tenacious and creative that they can be in the most volatile and complex business situation and still be able to get things done. But they're also human.

While you can be so overly productive most days on the job, you will also go through certain times during your corporate or business life when you say, "I'm not really sure what to do next." When this happens, you've reached a plateau. You know the company is ready for growth and it's time to take things to the next level, but you're not sure how best to do it.

Feeling stuck in a rut is perhaps the worst feeling to experience for an executive who is so accustomed to doing things for an organization. It can really send you spiraling into an emotional funk. You find your passion for your work suddenly waning. You're no longer excited by the challenges. You do all you can to tap into your creativity, but nothing seems interesting enough to reignite it. Each day seems like you are just going through the motions and doing the same things over and over.

While most people complain about being in a rut and simply give in to the boredom, the best leaders can recognize it as the signal to make a change. When the creative juices are running dry, effective business leaders don't make excuses and stay stuck in the rut. They figure out how to extricate themselves and reconnect with their sense of passion and meaning so that they can find their business exciting again.

Many business executives find that one of the most effective ways to counteract the stagnation is to get some outside help. Whether you're a first-time entrepreneur, a small business owner, or a corporate professional, you will find that there can be plenty of moments when you need a little help to find clarity, support, and renewed focus.

Seeking out guidance and counsel from an executive coach can help you re-strategize, re-prioritize, and get to the root of why you're stuck in a rut and losing direction.

Ruts happen when you stop learning and growing and a business coach can help guide you to:

- Take a closer look at the details of your business, help you analyze what you're doing, and get to the heart of why things are not working anymore.

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- Identify what's holding you back and push you past boundaries so you can break free of your limiting beliefs.
  - Set up specific action steps that you can implement so that you can achieve goals you never knew were possible.
  - Require you to account for your time, actions, and results to ensure that you act on those goals within specific timelines.
  - Learn techniques to stay connected to your vision and find the value of why you are doing what you do in the first place.

## Conclusion

You may think you don't need a business coach. It's just not something you ever saw yourself signing up for. You're at the top and performing very well and you think that coaching is only for those who are underperforming. But really, whether it is running your own business or working for a big corporation, almost every executive who wishes to grow and continue to be a high-performing individual makes it a point to actively seek the wisdom, perspective and guidance of an accomplished coach.

Eric Schmidt, Chairman and CEO of Google initially resented the suggestion that he get some coaching. "How could a coach advise me if I'm the best person in the world at this job?" His coach Bill Campbell made him realize that he could help him with perspective. "Without fail, he knew what I needed to do, and he knew how I should do it."


Mark Zuckerberg, founder, chairman, and CEO of Facebook knew he was very young when he started his company. He understood that he needed to make his own development as a leader a priority if he was going to be taken seriously. So, he hired an executive coach to help him develop the essential skills he needed for running a fast-growing company.

Many other top CEOs and other public leaders have relied on a coach or mentor to give impartial feedback and guidance, to help them succeed in dealing with problems or difficulties, or to simply act as a sounding board to evaluate an idea or opinion.

### **Why Work with a Business Coach?**

The process of business coaching has a lot to do with self-awareness - to give you and/or your team greater clarity, focus, and results.

From the preliminary phase of data gathering, a skills and behaviour assessment will reveal your personality, thinking and leadership style, and indicate your strengths and weaknesses and potential flaws that you may be unaware of. From this, subsequent applications of cognitive therapy, management theory, systems models and group dynamics will help you focus on how to work on your weaknesses and blind spots and how best you can leverage your strengths.



When you are self-aware you have a clear understanding of your personality, your strengths, weaknesses, where you would like to make improvements. You also understand how other people perceive you, your attitude and how you react to them in specific situations. You are then empowered to make changes and build on your areas of strength to take your business to the next level.

Most executives in today's business environment lack self-awareness. Many of them rose through the ranks on the strength of their technical skills, intellect, and ambition. As a result, there is a big gap between their self-views and other people's views of them and this makes it difficult for them to manage their teams and grow their businesses.

You cannot grow your business without first developing yourself. Executive coaching is designed to help you do this. The entire process reminds you that regardless of your level of competency and performance capability, there is always the possibility that you can get better and do things better.





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## Work with Brian Epstein Success Coach

Whether you are an entrepreneur running a small business, a top executive or mid-level or senior Level manager in an organization, or a professional on a career transition, my unique coaching style can help you excel and grow in your chosen field and work.

I will be happy to help you define and take the steps needed to move yourself forward in critical areas of management and in your personal life that you need to work on.

I can help you become a leader who can truly lead and a person who can achieve far more than you realize.

[Contact me today](#) and I will give you a complimentary initial 30-minute meeting!

I promise you it is well worth the investment.

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BRIAN EPSTEIN  
**SUCCESS COACH**  
A COACH WHO GETS THE RESULTS AND OUTCOMES YOU WANT FOR YOU AND YOUR ORGANIZATION